

2008-2009 REFERENCE SHEET FOR MARKETING

Sharon W. Acuff
Marketing Specialist
Virginia Department of Education
P. O. Box 2120, Richmond, VA 23218
Phone: 804.225.2846; Fax: 804.371.2456
Email: Sharon.Acuff@doe.virginia.gov
Web site: www.doe.virginia.gov/VDOE/Instruction/CTE/me/

Kirstine Sigloh, DECA Specialist
Old Dominion University
157 Fir Tree Lane
Barboursville, VA 22923
Phone: 434.990.2696 Cell: 434.806.3071
Email: ksigloh@odu.edu
Web Site: www.vadeca.org

Course revisions completed in 2007-2008 for implementation in 2008-2009

- Introduction to Fashion Design and Marketing (8148/8149)
- Hotel/Motel Marketing (8160, 8162) – course title changed to Hotel Marketing
- Fundamentals of Marketing (8110/8111) – course title changed to Introduction to Marketing to align with the 18-week course
- Marketing (8120)
- Advanced Marketing (8130)

Course revisions planned in 2008-2009 to be implemented in 2009-2010

- Fashion and Advanced Fashion Marketing – February 23-24, 2009
- Entrepreneurship – March 23-24, 2009
- Internet Marketing – April 21-22, 2009

Industry Certifications

- For the following marketing courses; 8125, 8120, 8130, 8135, 8136, 8140, 8145, 8160, 8162, 8165, 8167, 8175, 8176, and 8180: National Retail Federation Foundation - Customer Service and Sales Certification
**Customer Service must be passed before taking Sales Certification
- For Advanced Marketing courses (8130, 8132, 8145, and 8136) If not using Customer Service or Sales Certification, use NOCTI - Retail Trades
- For Hotel Marketing (8160) and Advanced Hotel Marketing (8162) Check the APG, Section 10 at <http://www.doe.virginia.gov/VDOE/Instruction/CTE/apg/>

To become a testing site for Customer Service or Sales Certification, contact Angela Elder at NRF Foundation (202-626-8182).

Confirmed Industry Certification Testing Teacher Academies

- October 28, 2008 – Fredericksburg, Germanna Community College
- October 30, 2008 – Roanoke, Arnold Burton Technology Center
- March 26, 2009 – Richmond, JR Tucker High School
- April 2, 2009 – Fredericksburg, Germanna Community College

Upcoming Events

Virginia DECA Day, October 15, 2008

DECA Statewide Officer Training Conference, Lynchburg, VA, October 25, 2008

DECA State Leadership Conference, Norfolk, VA, March 13-15, 2009

DECA International Career Development Conference, Anaheim, CA, April 29 – May 2, 2009

VAME Professional Development Institute and CTE Joint Conference: Richmond, VA August 4-6, 2009, www.vame.org

To be added to the marketing listserv, contact Sharon.acuff@doe.virginia.gov.